

# BUSH AND KEY GROUPS

After a sharp erosion earlier this year, support for Bush among groups that contributed to his 1988 victory has risen some. He will need to do better among these groups, or bring together new ones, if he is to win in November.

## Presidential vote

### Southerners

1976	46%
1980	52%
1984	64%
1988	59%

### White Southerners

1976	53%
1980	62%
1984	72%
1988	66%

### Independents

1976	52%
1980	56%
1984	64%
1988	57%

### Men

1976	48%
1980	55%
1984	62%
1988	58%

### Whites

1976	52%
1980	56%
1984	66%
1988	60%

### Suburbs

1976	47%
1980	na
1984	na
1988	na

### Westerners

1976	50%
1980	54%
1984	62%
1988	53%

### Young people (18-29 yrs.)

1976	49%
1980	44%
1984	59%
1988	53%

## Bush job approval (1992)

Jan.-Feb.	55%
Mar.	45%
Jul.-Aug.	34%
Aug. 10-12	36%
Aug. 21-22	45%

Jan.-Feb.	59%
Mar.	na
Jul.-Aug.	38%
Aug. 10-12	39%
Aug. 21-22	49%

Jan.-Feb.	43%
Mar.	38%
Jul.-Aug.	27%
Aug. 10-12	36%
Aug. 21-22	36%

Jan.-Feb.	52%
Mar.	46%
Jul.-Aug.	30%
Aug. 10-12	35%
Aug. 21-22	45%

Jan.-Feb.	50%
Mar.	44%
Jul.-Aug.	31%
Aug. 10-12	37%
Aug. 21-22	43%

Jan.-Feb.	50%
Mar.	48%
Jul.-Aug.	33%
Aug. 10-12	39%
Aug. 21-22	45%

Jan.-Feb.	40%
Mar.	44%
Jul.-Aug.	29%
Aug. 10-12	36%
Aug. 21-22	41%

Jan.-Feb.	55%
Mar.	54%
Jul.-Aug.	31%
Aug. 10-12	39%
Aug. 21-22	43%

## Bush v. Democratic candidate (1992)

59% Bush	36% Democrat
50	47 Clinton
33	58
40	53
45	49

63% Bush	22% Democrat
57	41 Clinton
38	54
42	49
49	46

48% Bush	44% Democrat
51	41 Clinton
30	52
33	56
40	50

56% Bush	40% Democrat
51	45 Clinton
35	55
38	58
43	52

56% Bush	39% Democrat
55%	40 Clinton
36	54
40	54
46	48

58% Bush	39% Democrat
NA	NA
38	54 Clinton
39	57
47	48

50% Bush	45% Democrat
49	45 Clinton
40	54
38	57
50	47

55% Bush	42% Democrat
51	45 Clinton
32	57
35	62
40	54

Note: Responses of registered voters shown for trial heats.

Source: Surveys by CBS News/New York Times (presidential vote from exit polls) and the Gallup Organization (Bush approval and trial heats), latest that of August 21-22, 1992.